# Setup #1: The Wistia shot

H2GY1K

LECTURE SUMMARY

## Covered in this lecture:

### How Wistia sets up their videos

- Your video setup includes how you position your camera and the people who show up in the video, and how your background looks like
- Figuring your setup first helps you buy the right equipment for it
- Wistia is a video hosting company and they make a lot of video tutorials about how to create videos
- **Their most popular setup for their videos looks like this:**
  **- one person is talking in the center of the frame**
  **- the camera is positioned slightly higher than the person's eye level**
  **- they use flat lighting, and the lights are positioned high up so they're coming down on the person (it makes them look better)**
  **- there is a seamless paper background behind the person**
  **- they use a back light that creates a halo effect in the background**
  **- sometimes they use an office as a background and blur it out**

- Equipment they use:
  - Lights: Kino Flo Diva Lite
  - Background: Savage seamless paper
  - Audio: shotgun mic pointing down towards the speaker
  - Camera: Canon C100 or Canon 5D
  - Teleprompter
  - Ring light

- The Wistia setup works best for explainer videos or Q&As, where you only have one person speaking, there is no movement and no other camera angles

- If you use this setup, you will need to spice it up in editing by adding graphics and other things so people don't get bored just staring at a person talking